



## The Best of Guerrilla Marketing: Guerrilla Marketing Remix

By Jeannie Levinson, Jay Conrad Levinson

Tata McGraw-Hill Education Pvt. Ltd, 2011. Softcover. Book Condition: New. First edition. The father of Guerrilla Marketing delivers his ultimate collection The very best of Guerrilla Marketing the definitive collection of monumental strategies, tactics, secrets, and tools that took Levinson a lifetime to uncover retooled for today`s business environment. Reconnecting with more than 25 co-authors to cover the collected works of the Guerrilla series, the Father of Guerrilla Marketing delivers the first comprehensive compilation of Guerrilla topics all under one cover. Introduction from Seth Godin, author of ten international bestsellers Includes contributions from 25+ top Guerrilla Marketing co-authors providing action plans for critical areas of marketing and business development Covers: Marketing, branding, networking, Internet, publicity, careers, profits, selling, negotiating, non-profits, retailing, copywriting, green, home-based, advertising and more Includes in-depth case studies, best practices, and proven techniques from guerrilla marketing experts Author, Jay Conrad Levinson, is a highly acclaimed marketing specialist whose books appear in 62 languages and are required in many MBA programs worldwide TABLE OF CONTENTS: Part I: Insight Into Guerrilla Marketing Chapter 1. What Marketing Really is Chapter 2. What marketing is not Chapter 3. The Birth of Guerrilla Marketing Chapter 4. The Spread of Guerrilla Marketing Chapter...



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